

# NICA West Food Show

## Quick Facts

2014

**Location:** Anaheim Marriott, Anaheim, California

**Date:** January 6-7, 2014

**Discounts:** Place orders with Freeman before December 16, 2012

### Convention registration and badges:

***Badges must be worn by all exhibitors at all times.*** Each 8'x10' booth is eligible for a maximum of 4 badges for booth personnel. Additional badges above the maximum may be purchased for \$75 each and the maximum number of badges for two booths is 12. ***To avoid long lines, you must register each person receiving a badge before you arrive in Anaheim.*** Upon completion of the booth contract, the exhibitor must provide the list of exhibitor names by **December 13, 2013**. On-site registration may incur additional charges.

### Hotel reservations:

Western Fairs Association (WFA) has secured at \$99 room rate at the Anaheim Marriott for all tradeshow attendees. Reservations can be made by calling (800) 228-9290, (714) 750-8000 or by following the link on the NICA.Source1Purchasing.com/2014-Anaheim-Foodshow web page. ***Reservations must be made no later than December 13, 2013 to secure the \$99 rate.***

### Trade Show hours:

Monday, January 6..... 12-4 pm

Tuesday, January 7..... 12-3 pm

### Set-up hours:

Exhibitors with proper credentials can set-up their exhibits during the following times:

Sunday, January 5..... 12-5 pm

Monday, January 6..... 8-11 am

Show security will be in effect from January 5 at 12 pm to January 7 at 7 pm. ***All exhibits must be up and ready by 11 am, January 6.***

### Tear-down hours:

Exhibits **may not** be dismantled or removed before:

Tuesday, January 7..... 3 pm

Exhibits **must** be dismantled and removed before:

Tuesday, January 7..... 7 pm

***Consequences' for early dismantling or removal of exhibits include but is not limited to, a \$100 fine payable before booking for the following year and/or a one year suspension.***

### Show decorator: Freeman

See ***Freeman Fact Sheet*** (attached) for shipping information. ***Place your furniture and electrical order by December 16, 2013 to take advantage of discount rates.***

### Insurance:

The exhibitor understands that neither the WFA nor Anaheim Marriott maintain insurance covering the exhibitors' property. It is the sole responsibility of the exhibitor to obtain such insurance. On or before December 1, 2013, exhibitor shall furnish an original certificate of insurance to the WFA office. General Liability Insurance shall include contractual liability and product liability coverage, with combined single limits of liability

of not less than \$1,000,000. ***Such insurance shall name WFA, the Anaheim Marriott, and NICA, INC as additional insured.***

**Booth design, display and operations:**

Exhibit space not occupied by exhibitor by 11 a.m. on the first day of the show shall be deemed released by exhibitor and exhibitor shall not receive any refund. Space must be occupied by exhibitor on each day of the show. Exhibitors must operate from within the contracted booth. Distribution of circular or promotional material from any other area is prohibited.

No exhibits will be permitted which interfere with the use of other exhibits or impede access to them or the free use of the aisle. Exhibits may not exceed 8 feet in height without the prior approval of the show manager, and may not extend further than 4 feet from the back wall if the exhibit is over 3 feet tall. Sound will be permitted only if the sound does not interfere with neighboring booths. Live entertainment performances and demonstrations shall not disturb adjacent exhibitors and their patrons. WFA reserves the right to require change or deletions in an exhibitors display if in its judgment the exhibit is disruptive to adjacent exhibits, exhibitors and/or patrons, and/or the general welfare and safety of others. All sound and exhibits are subject to show management's approval.

**Union Labor:**

Exhibitors may install and remove their display as long as the people doing the work are full-time company employees. You may place your product samples, open cartons, set out literature without hiring union labor. See Freeman Labor Jurisdictions in the Freeman Packet online ([www.freemanco.com/store](http://www.freemanco.com/store)) for union labor rules and regulations. WFA has negotiated the following for WFA Exhibitors: ***Freeman Cart Service will be billed to the exhibitor at \$89 per cart load.***

**Electrical:**

Any electrical needs other than show floor lighting are additional and ***must be ordered*** before you arrive. 5 amp power service is \$95 dollars for the run of the show.

**Fire regulation:**

All display material must be flame-proof. No inflammable fluids or substances may be used or shown in booth. No storage of any kind is allowed behind the back drapes or in the exhibit space.

**Demonstrations and performances:**

Demonstrations and performances must not disturb adjacent exhibitors and must be confined to your booth. Musical instruments and sound may be used but must not disrupt adjacent exhibitors. No Hazing, smoking or fog is permitted.

**NICA Sysco Marketplace Door Prizes:**

Exhibitors' providing door prize donations for NICA Sysco Marketplace drawings must register the item with NICA Sysco Marketplace before the show opens. NICA Sysco Marketplace will announce the winners before the end of the show on Tuesday. Source1 Purchasing organizes and conducts the drawing in coordination with NICA, Inc. Separate door prize drawings or contests are not permitted in your booth. Prizes must be shipped prepaid to the winner (unless other arrangements are made with the winner). **ALL** winners must be present to win. The merchandise to be donated may be displayed at your booth and given to the winner at the tradeshow.

**Cooking/Food sampling:**

Pre-approved exhibitors will be allowed access to the hotel kitchen in order to showcase or sample their product during the Trade Show. Requests for kitchen use and space must be cleared through the Hotels Executive Chef or authorized personnel. If number of requests exceeds kitchen space or availability, the hotel reserves the right to deny access.